

Municipal Auditorium

Mission

The mission of the Nashville Municipal Auditorium is to provide multipurpose venue and event coordination products to the citizens of Nashville so that they can experience a positive economic impact through a variety of public and private events.

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Strategic Goals

- Increase revenues and/or decrease expenses to decrease subsidy
- Increase usage of the venue
- Number of repeat events and new events for the venue

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Administrative Line of Business

The purpose of the Administrative Line of Business is to provide support services to the department so they can efficiently and effectively deliver results for customers.

Non-allocated Financial Transactions

Central adjustments related to internal service fees, pay adjustments, fringe benefits, non-programmatic changes and departmental “to be determined” budget reductions are reported here. These adjustments will be allocated to individual programs by the department in the upcoming fiscal year.

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Operations Line of Business

The purpose of the Operations Line of Business is to provide marketing, customer service, event management and administration products to event organizers and attendees so they can experience a successful event.

Administration Program

The purpose of the Administration Program is to provide marketing, customer service, event management and administration products to the internal and external customers of the Municipal Auditorium so that all attendees and event organizers can have a positive event experience.

Result Measures

- Percentage of revenue budget achieved

Output Measures

- Number of events held
- Number of sales contracts